

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

www.wlwt.com

And:

Shorr Johnson Magnus
1831 Chestnut Street
Philadelphia, PA 19103

<u>Contract / Revision</u> 966754 /		<u>Alt Order #</u> 06392310
<u>Product</u> SHERROD BROWN 4 SENA		
<u>Contract Dates</u> 10/23/12 - 10/29/12		<u>Estimate #</u>
<u>Advertiser</u> Brown/D/Senate		<u>Original Date / Revision</u> 10/23/12 / 10/23/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WLWT	10/24/12	10/26/12	6-7a news	6-7a		:30			NM	3	\$2,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$800.00			
N 2	WLWT	10/24/12	10/26/12	NBC Today Show	7-9a		:30			NM	3	\$3,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,200.00			
N 3	WLWT	10/24/12	10/26/12	5-6a news	5-6a		:30			NM	3	\$825.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$275.00			
N 4	WLWT	10/29/12	10/29/12	6-7a news	6-7a		:30			NM	1	\$800.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$800.00			
N 5	WLWT	10/29/12	10/29/12	NBC Today Show	7-9a		:30			NM	1	\$1,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$1,200.00			
N 6	WLWT	10/29/12	10/29/12	5-6a news	5-6a		:30			NM	1	\$275.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$275.00			
Totals											12	\$9,100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	9	\$6,825.00	\$5,801.25
10/29/12 - 10/29/12	3	\$2,275.00	\$1,933.75
Totals	12	\$9,100.00	\$7,735.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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966754 /	06392310

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10/23/12 - 10/29/12	SHERROD BROWN 4 S	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Brown/D/Senate	10/23/12 / 10/23/12

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WLWT-TV

Date:

10/24/12

I, Sherrod Johnson Magnus,

being/on behalf of: Sherrod Brown, a legally

qualified candidate of the Democratic political

party for the office of: U.S. Senate

in the General

election to be held on: Nov 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>10/23/12</u>					
<u>10/29/12</u>					

Total Charges:

\$37,017.50

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Sherrod Brown

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Judy Zamore, Treasurer

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/25/12
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title